Hackathon Sponsorship

Bringing Your Budget to the Next Level

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Table of Contents

Hackathon Sponsorship

Introduction

- Personal introduction
- VandyHacks introduction

Hackathon Sponsorship

- Plan out a detailed budget
- Brainstorm companies to reach out to
- Find contacts and actively network
- Reach out to companies and pitch your event
- Seal the deal with your sponsors
- Host a great event!

Workshop Goals

- *Reinforcing Your Hackathon's Foundation*
  - Take advantage of your resources
  - Maximize your budget
- *Hackathon 2.0*
  - Use your maximized budget to host premiere events
- Remember: This is **NOT** Sponsorship 101!
  - We'll be focusing on how to bring your sponsorship process to the next level.

Bringing Your Budget to the Next Level

Ten tips and tricks to optimize your sponsorship process

Stay organized, stay consistent.

- Maintain a central spreadsheet
    - Companies and contacts
    - Contact ledger
    - Financial ledgers
- Establish a regular workflow
    - Emails on Tuesday and Thursday mornings yield great results
    - Don't push too hard - be reasonable!
    - It's a team effort

Remember: It's a team effort!

- Inside of your organization…
    - Send email together!
    - Work together to find contacts
    - Seek out each other's feedback
- … and out!
    - Network with other organizers
    - Swap contacts
    - Share strategies

Network, network, network!

- Career fairs and recruiting events
- Talk to other organizers
    - Only pitch your event at theirs if you have permission
- School faculty

Be smart with your budget.

- Budget before you start reaching out
- Set reasonable tiers
- Have a 10-15% emergency fund
- Keep in mind all costs you could have
  - Including HackCon expenses ;)
- **Sample budget in slides**

Let your prospectus do the talking.

- Find a great graphic designer
- Include info and stats about past events
- Keep it:
  - Easy-to-read
  - Clean and simple
  - Concise
- **Sample prospectus**

Utilize tools effectively.

- Use Google Drive to collaborate
- LinkedIn is your friend
- Use Hunter.io to find contacts' email addresses
- Have domain-specific email addresses

Use your resources.

- School
  - Institutional sponsorships
  - Career center
    - Sit down with them!
  - Career website
  - Faculty with connections to companies
- Community
  - Companies
  - Accelerators
  - Developers

Be a salesman.

- ○ Know your audience
    - ■ Cater to the sponsor's needs
    - ■ Have a hook
    - ■ Know what you can offer
- ○ Initial email
    - ■ Keep it simple and friendly
    - ■ Use numbers and stats
    - ■ End with a question to entice a response
- ○ Phone call
    - ■ Be personable and sell your event
    - ■ Be prepared to answer questions
- ○ Follow up to let the sponsor know you care

Be flexible.

- ○ Not all companies can sponsor financially
- ○ In-kind sponsorships
    - ■ Food
    - ■ Swag and stickers
    - ■ Prizes

Put on a good show!

- ○ Be diligent and proactive
- ○ Prepare travel, lodging, and other logistics information 6-8 weeks in advance
- ○ Be friendly and give your sponsors what they need during the event
- ○ Ask for feedback at the end of your event
    - ■ Paper exit surveys

What's next?

- GitHub link
  - https://github.com/IrfaanKhalid/hackathon-sponsorship
  - https://goo.gl/aA2CD6
- One comprehensive guide to hackathon sponsorship
  - Copies of this workshop's slides and notes
  - Detailed guide with additional topics
  - Templates and examples
  - **Feel free to use, share, and fork it!**
    - **If you have feedback, email me at *irfaan@vandyhacks.org***